

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-44 (GP-096-00-US)**

Applicants: **Krishna BHARAT, et al.**

Serial No.: **10/750,363**

Confirmation No.: **4908**

Filing Date: **December 31, 2003**

Title: **GENERATING USER INFORMATION FOR USE IN TARGETED
ADVERTISING**

Examiner: **Evens J. Augustin**

Group Art Unit: **3621**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

INFORMATION DISCLOSURE STATEMENT

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references is enclosed.

Reference CB is an Office Action from the Australian Patent Office in a counterpart Australian Patent application. A copy of this Office Action is provided. Note that references D1, D2 and D4 cited in reference CB are already of record (cited by the Examiner, Part of Paper No. 20070722). Reference D3 of the Australian Office Action is provided as reference CC.

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since this Information Disclosure Statement is being filed before a final Office Action, a Notice of Allowance, or an action that otherwise closes prosecution on the merits (Note that the finality in the final rejection mailed on April 17, 2008 (Paper No. 20080413) was effectively withdrawn in the non-final action mailed on April 1, 2009 (Paper No. 20090330). See especially page 2 of the non-final action.), but with a certification under 37 C.F.R. § 1.97(e)(1), it should be considered under 37 C.F.R. § 1.97 (c)(1).

Certification Under 37 CFR 1.97(e)(1):

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

No fee is believed due. However, in the event that a fee is due in order to have the Information Disclosure Statement submitted herewith considered, the Patent Office is authorized to charge said fee to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

September 11, 2009

A handwritten signature in black ink, appearing to read "John C. Pokotylo", written over a horizontal line.

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